

Dynamics World Media Pack

<http://www.dynamicsworld.co.uk> is the portfolio of lists which is compiled by 10 Microsoft Dynamics seasoned campaigners. Launched in June 2009 the supporting website is becoming one of the most valued resource sites for all those within the Microsoft Dynamics Community.

The challenge that those at DynamicsWorld have set themselves is to be informative, intelligent, interesting and occasionally controversial. With the assistance of a number of valued specialists from within various spheres on Microsoft Dynamics they have set out to evaluate and a number of the solutions and products that are available to those within the community.

The first list that was put together was that of "The Microsoft Dynamics Top 100 Influential People 2009" This list is intended to provoke thought and reward those that have achieved something extraordinary within Microsoft Dynamics.

Visitors:

Visitors include those from Microsoft, every company from the Inner Circle and President's Club has registered at least one hit in the last 3 weeks.

It is not surprising that people want to view the site, but what is more surprising is how many references there are now to the site on Bing and Google. It's now possible to find over 50 000 references to the site; it shows people are talking and referencing this site already.

www.dynamicsworld.co.uk

The last 4 weeks there have been a recorded

32 551 visits

21 487 unique visitors

121 326 page views

What we offer

Our Business Directory provides you the opportunity to promote your company to our readership. Your company will be highlighted through our profiling of your company, as well as promoting key staff and products and successes that you have had. In the first quarter of this year we have already received over 100 requests for more information regarding those companies already in our Business Directory and those companies have all gained new clients and leads directly.

It is your page and as such you are able to produce whatever content you wish to and change the content as often as you wish. We will work with you to ensure that new and relevant traffic is driven to your site. We will limit the number of companies that can take advantage of the Business Directory, therefore guaranteeing your company the exclusivity you require.

We will ensure that each page has a maximum of 5 banners per page, so as to offer exclusivity and to allow those who do support us that competitive edge over their competitors

As well as the Business Directory, you will also have your logo and website promoted on every page throughout our website.

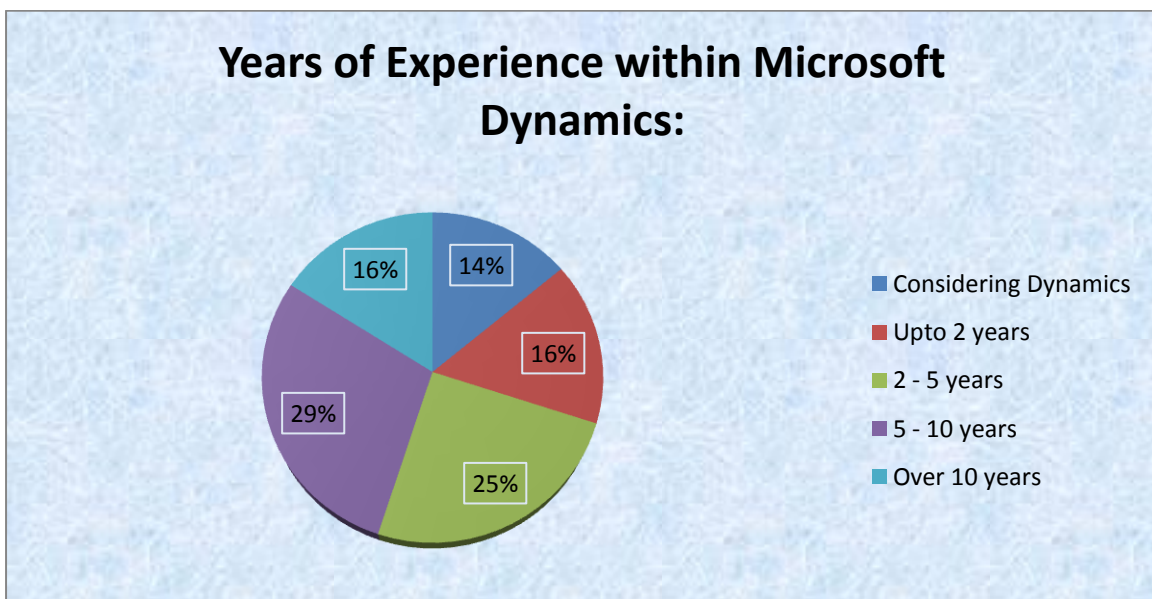
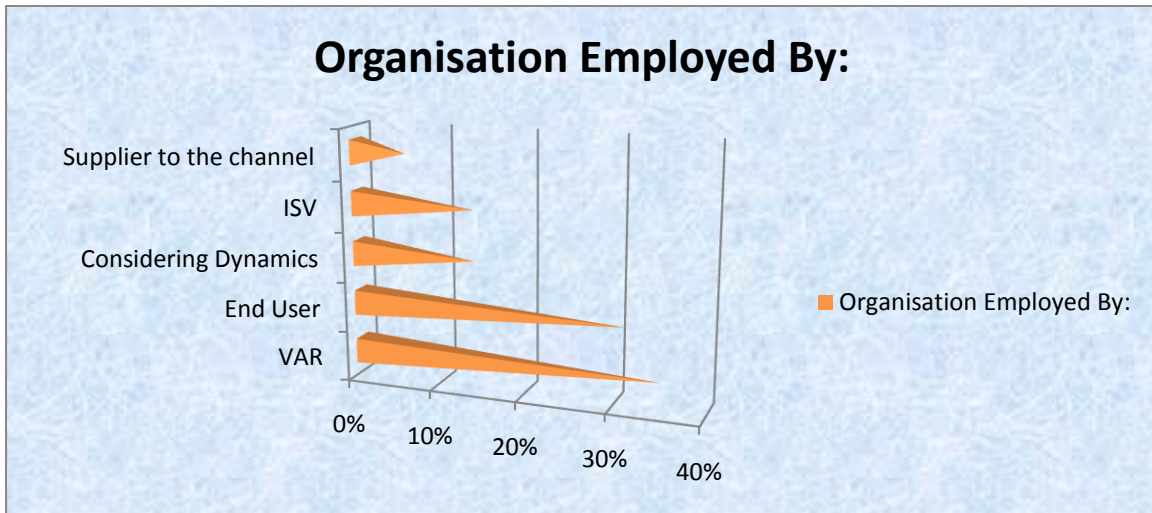
As an advertiser you will also be able to add unlimited white papers, case studies and video content. You will also be able to advertise up to 5 “events” per annum. These events can be anything you wish, and we have had great success in promoting WebEx’s and Seminars for current advertisers. We will again limit the number of events that we publicise therefore guaranteeing you exclusivity. This will only be made available to those who support Dynamics World.

You will also have access to our job board, with the ability to search for candidates and add 6 jobs per annum.

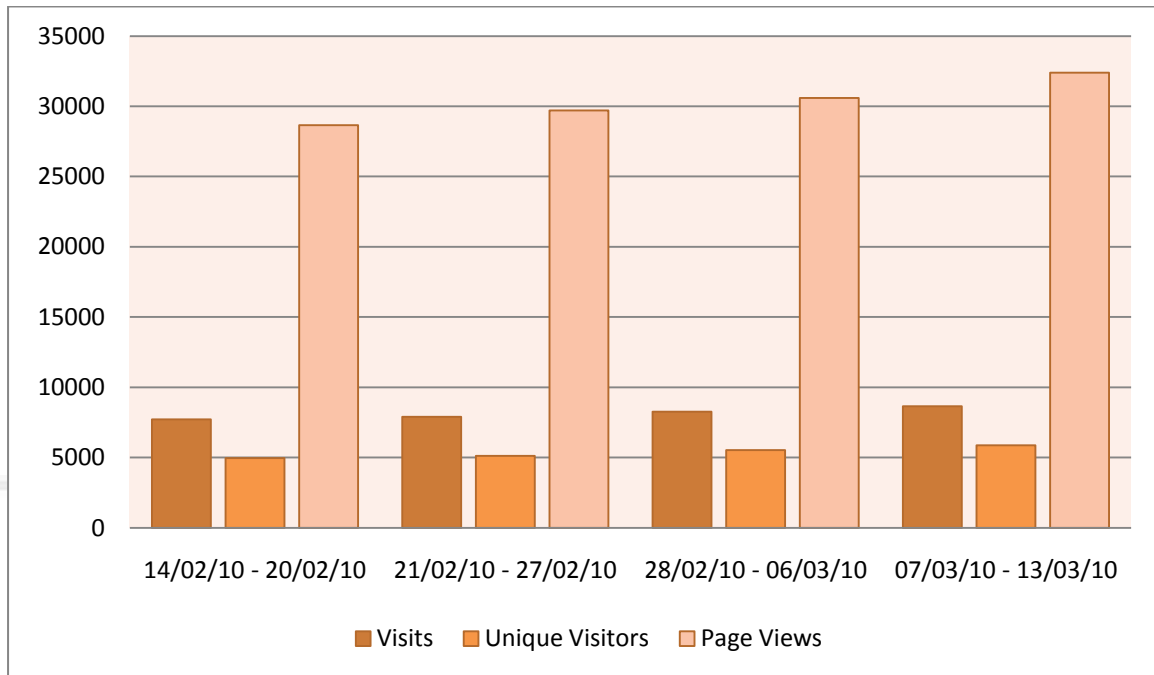
As an advertiser you will also be incorporated into our monthly newsletters which are now read by over 15 000 Microsoft Dynamics Professionals. Our network is your network to take advantage of and promote your company.

Your potential clients read us, if they do not see your profile they may click on your competitor’s profile!!!

Who are our members?

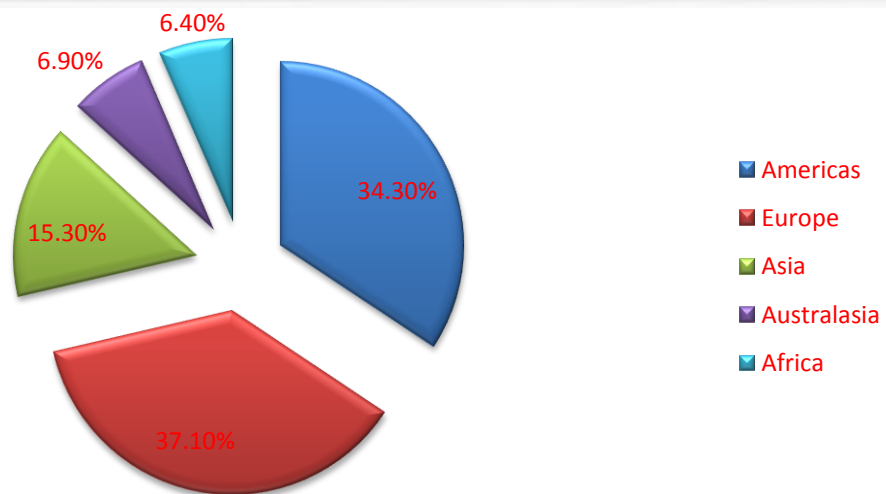


Traffic to www.dynamicsworld.co.uk



Views by Geographical Region

Continents



Where does our traffic come from?

Direct Traffic



- 80.23%

Search Engines



- 11.46%

Referring Sites



- 8.73%

What does this mean for you? With 80% of our traffic being generated as direct traffic, the people using our website are coming to it deliberately to look for information regarding Microsoft Dynamics. They are looking for information concerning the work you do, they want to move on from our page and where will they go, if you advertise with us it could be you. If you don't advertise with us, it is unlikely they will, but they may go to your competitors.

Do you get the same visitors?

You may already know a number of our visitors or be aware of the companies they work for but do they already come to your site?

No despite being a new site to we have achieved remarkable results, Google shows that when benchmarked against other ERP Corporate sites Dynamics World shows a 2960% higher number of visits than the average ERP Corporate site.

Advertising Rates

Banner Rate Card per annum

Business Directory	£1500
Front Page Advert	£1000

Banner Rate Card per quarter

Attached to your company	£500
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Banner Rate Card per month

Attached to your company	£150
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All rates quoted exclude VAT.

www.dynamicsworld.co.uk as the Publishers reserve the right to reject, amend, exclude or omit any advertisement submitted for the site, on the grounds of indecency, or breaches in corporate governance.

For more information on how to sign up to advertise please contact Simone Hastings simone@dynamicsworld.co.uk